

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON THE DECISION TO PURCHASE AN iPhone SMARTPHONE IN SOUTH TANGERANG

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Smartphones have now become items that cannot be separated from everyday life. The development of smartphones has become an opportunity for companies to compete to market their products. However, the impact of companies competing with each other is that competition is getting tougher and retaining consumers is becoming increasingly difficult. In Management science, retaining customers is known as customer loyalty. This research uses one of the largest smartphone companies in Indonesia, namely Apple, with their best-selling product, namely the iPhone smartphone, to examine the purchasing decisions of customers in South Tangerang. Apart from that, to measure purchasing decisions, researchers use other variables, namely product quality and price, which are based on their experience while using iPhone smartphone products. Use of non-probability sampling and processed using multiple regression analysis techniques. The results of this research are that product quality has a partial effect with a sig value of $0.000 < 0.05$ and has a t count of $8.115 > 1.656$. Price has a partial effect with a value of $.000 < 0.05$ and has a t count of $3.997 > 1.656$. Simultaneously, the calculated F value of 910.220 is greater than the F table of 3.066 and the sig .000 is smaller than 0.05.

Keywords: Product Quality, Price, Purchasing Decisions